

TO HONOLULU

In the Interest of Fair Play, Hear the Other Side

Do you realize that right down at the core the Advertiser's fight against the billboards is the fight of one advertising medium against another?

That under the cloak of working for the "City Beautiful" the Advertiser has for years played on your sentiments, and has succeeded in diverting the energies of a few of our best citizens from real constructive work along "City Beautiful" lines, to concentrate on an attempt to destroy another's property and business?

Do you realize that the Advertiser hopes to profit by increasing its advertising revenue if it is successful in seriously injuring the billboard business?

Do you realize that certain local merchants have been threatened that their names will appear in a "blacklist" in tomorrow's announced Anti-billboard Edition of the Advertiser--- unless they agree to discontinue billboard advertising?

Do you realize that to bring anti-billboard workers to the point where some of them are willing to give their time and influence to the attempt to destroy my business, the Advertiser has written studied editorials associating the billboards with the lowest forms of vice and corruption; that it has prated of medicine and pill ads; that it has absolutely misprinted mainland news; and has in every way sought to cast odium on billboards--all for the purpose of biasing your minds against this medium of advertising?

Do you realize that the Advertiser, month after month, has called upon you to use coercive methods as a means toward the ruin of a business which has every moral and legal right to exist? Doesn't your intelligence and every instinct of common justice rebel against coercion? And isn't the campaign of the Advertiser an insult to your sense of fair play?

REMEMBER THIS:

No one man is responsible for the billboards. Business demands them. I am only responsible for the way I have conducted the business in Honolulu. My billboards are the result of years of encouragement by business and other interests of Honolulu. They are sanctioned by law. I pay an annual license fee of \$250 to Honolulu to conduct this business. I have conducted it in a clean, decent and honest manner. I have shown consideration for the natural scenery of this island. I have met every reasonable request to remove signs from certain localities. I have, for years, rejected whiskey and patent medicine advertisements such as are sent into your homes every day by the newspaper which is carrying on this fight against my business.

I have had, during the past few years, such respectable customers as the following:

Honolulu Humane Society	Kilohana Art League
Committee in charge of Prohibition Campaign	Kirmess
Central Union Church	Calve
Y. M. C. A.	Lambardi Opera Company
Madam Clara Butt	Madam Maud Powell
Men and Religion Campaign	Inter-Church Federation

and dozens of the most highly-respected local and mainland business firms.

In order to meet the requirements of these people it has been necessary for me to put thousands of dollars of capital into billboards. I have built good billboards, too. I have substituted steel surfaces for lumber. I have spared no expense to build them safe and strong. I have imported good painters from the mainland to paint the pictures on them. I have every reason to believe that my business is a perfectly legitimate one. The Courts all say so. It is a useful business to the community. By all that is reasonable and fair and square, has the conduct of my business been such as to merit the attempt to destroy it?

Hasn't there been a good deal of misplaced enthusiasm in this anti-billboard campaign? Doesn't it look a little like persecution?

CHAS. R. FRAZIER,

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